



Lyons Public Relations, LLC

GSA Schedule

Authorized

Professional Services Schedule

00CORP

Schedule 541-1; 541-2; 541-4B

**Contract Number
GS-07F-0068X**

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Professional Services Schedule 00CORP (541-1; 541-2; 541-4B)

CONTRACT NUMBER: GS-07F-0068X
541-1 Advertising Services
541-2 Public Relations Services
541-4B Video/Film Production

CONTRACT PERIOD: October 22, 2015 – October 21, 2020

For more information on ordering from Federal Supply Schedules click on the **GSA Schedules link** at www.gsa.gov

CONTRACTOR: Lyons Public Relations, LLC
10410 N. Kensington Pkwy, Suite 305
Kensington, MD 20895-2911
Phone number: (301) 942-1306
Fax number: (301) 942-1361
E-Mail: dan@lyonspr.com

CONTRACTOR'S ADMINISTRATION SOURCE: Dan Lyons, Contract Administrator/Agent
10410 N. Kensington Pkwy, Suite 305
Kensington, MD 20895-2911
Phone number: (301) 942-1306
Fax number: (301) 942-1361
E-Mail: dan@lyonspr.com

BUSINESS SIZE: Small Business

Lyons Public Relations, LLC participates in GSA's Disaster Recovery and American Recovery and Reinvestment Act Programs.

SCA Price Matrix: The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

| SCA Eligible Contract Labor Category | SCA Equivalent Code and Title | WD Number |
|--------------------------------------|-------------------------------|-----------|
| Videographer | 13074 - Photographer IV | 2015-4269 |
| | | |
| | | |

**Contract Number
GS-07F-0068X
Advertising and Integrated Marketing Services (AIMS)**

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Section I: Contract Information**1a. Table of Award Special Item Numbers (SINs)**

| SIN | DESCRIPTION |
|-----------------------|---------------------------|
| SIN 541-1 & 541-1RC | ADVERTISING SERVICES |
| SIN 541-2 & 541-2RC | PUBLIC RELATIONS SERVICES |
| SIN 541-4B & 541-4BRC | Video/Film Production |

1b. Lowest Price Model Number and Price for Each SIN:

| SIN | Model | Price |
|--------|-------|---------------|
| 541-1 | QA/QC | \$58.92 / Hr. |
| 541-2 | QA/QC | \$58.92 / Hr. |
| 541-4B | QA/QC | \$58.92 / Hr. |

1c. Hourly Rates

Please refer to Lyons Public Relations, LLC GSA Price List on page 6.

2. Maximum Order:

\$1,000,000.00

3. Minimum Order:

\$100.00

4. Geographic Coverage:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories

5. Point of Production:

Kensington, MD (Montgomery County)

6. Discounts from List Prices:

10% from accepted pricelist. Prices listed are GSA Net, discount deducted.

7. Quantity Discount:

+0.25% greater than \$250,000.00

8. Prompt Payment Terms:

+0.25% 15 days, Net 30 days

9a. Government Purchase Card must be accepted at or below the micro-purchase threshold.**9b. Government Purchase Cards are accepted above the micro-purchase threshold.****10. Foreign Items:**

None

11a. Time of Delivery:

Per task order and as mutually agreed upon.

11b. Expedited Delivery:

Per task order and as mutually agreed upon.

11c. Overnight and 2-day Delivery:

Overnight and 2-day are available. Contact the contractor for rates.

12. FOB POINT:

Destination

13a. Ordering Address:

Lyons Public Relations, LLC
10410 N. Kensington parkway, Suite 305
Kensington, MD 20895-2911

13b. Ordering Procedures:

For supplies and services, the ordering procedures, information on the Blanket Purchase Agreements (BPA) are found in the Federal Acquisitions Regulations (FAR) 8.405-3.

14. Payment Address:

Lyons Public Relations, LLC
10410 N. Kensington parkway, Suite 305
Kensington, MD 20895-2911

15. Warranty Provision:

Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. Export packing Charges:

Not applicable

17. Terms and Conditions of Government Purchase Card Acceptance:

Any threshold above the micro-purchase level.

18. Terms and Conditions of Rental, Maintenance, and Repair:

Not applicable

19. Terms and Conditions of Installation:

Not applicable

20. Terms and Conditions of Repair Parts Indicating Date of Part Price List and Any Discounts from Price List:

Not applicable

20a. Terms and Conditions for any Other Services:

Not applicable

21. List of Services and Distribution Point:

Not applicable

22. List of Participating Dealers:

Not applicable

23. Preventative Maintenance:

Not applicable

24a. Special Attributes such as Environmental Attributes (e.g. recycles content, energy efficiency, and / or reduced pollutants):

Not applicable

24b. Section 508 Compliance for EIT:

Not applicable

25.. DUNS Number:

185324345

26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:

Lyons Public Relations, LLC is actively registered in the CCR database.

Price List by SIN for **GS-07F-0068X**

Labor and Task Cost by SIN

Lyons Public Relations, LLC
Government Pricing provided under contract number
GS-07F-0068X

| SIN(s) Labor | Service Proposed (e.g. Labor Category or Job Title/Task) | Unit of Issue (e.g. Hour, Task, Sq Ft) | GSA Net Price |
|--------------------|--|--|---------------|
| 541-1;541-2;541-4B | President | hour | \$249.36 |
| 541-1;541-2;541-4B | Director | hour | \$204.02 |
| 541-1;541-2;541-4B | Program Manager | hour | \$158.68 |
| 541-1;541-2;541-4B | Project Manager | hour | \$140.55 |
| 541-1;541-2;541-4B | Production Manager | hour | \$113.34 |
| 541-1;541-2;541-4B | Production Specialist | hour | \$68.01 |
| 541-1;541-2;541-4B | Producer | hour | \$140.55 |
| 541-1;541-2;541-4B | Account Executive | hour | \$90.68 |
| 541-1;541-2;541-4B | Senior Writer | hour | \$122.41 |
| 541-1;541-2;541-4B | Copy Writer | hour | \$77.07 |
| 541-1;541-2;541-4B | Senior Editor | hour | \$113.34 |
| 541-1;541-2;541-4B | Media Buyer / Planner | hour | \$86.14 |
| 541-1;541-2;541-4B | Strategist | hour | \$140.55 |
| 541-1;541-2;541-4B | Graphic Designer | hour | \$104.28 |
| 541-1;541-2;541-4B | QA/QC | hour | \$58.94 |
| 541-1;541-2;541-4B | 1-Camera HD Video Crew | half day | \$2,267.00 |
| 541-1;541-2;541-4B | Editor | hour | \$136.02 |
| 541-1;541-2;541-4B | Videographer | hour | \$90.68 |

| SIN(s) Proposed | Support Item | Unit of Issue (e.g. Hour, Task, Sq Ft) | GSA Net Price |
|--------------------|---|--|---------------|
| 541-1;541-2;541-4B | Public Service Announcements - 500 outlets, no production | 500 outlets | \$6,075.57 |
| 541-1;541-2;541-4B | Public Service Announcements - 1,000 outlets, no production | 1,000 outlets | \$9,884.13 |
| 541-1;541-2;541-4B | Public Service Announcements - 2,000 outlets, no production | 2,000 outlets | \$1,623.74 |
| 541-1;541-2;541-4B | Public Service Announcements - 3,000 outlets, no production | 3,000 outlets | \$22,397.98 |
| 541-1;541-2;541-4B | PSA - Audio Productions | each (30 or 60 second segments) | \$2,267.00 |
| 541-1;541-2;541-4B | Radio Media Tour - 10 interviews, 2 hours | 10 interviews | \$4,760.71 |
| 541-1;541-2;541-4B | Radio Media Tour - 10 interviews, 2 hours | 15 interviews | \$6,460.96 |
| 541-1;541-2;541-4B | Radio Media Tour - 10 interviews, 2 hours | 20 interviews | \$8,161.21 |
| 541-1;541-2;541-4B | Each Additional Interview | each | \$340.05 |
| 541-1;541-2;541-4B | Radio News Release - 2,000 outlets | 2,000 outlets | \$5,803.53 |
| 541-1;541-2;541-4B | Podcast - stand alone | each | \$1,994.96 |
| 541-1;541-2;541-4B | Satellite Media Tour | 2 hour | \$22,670.03 |
| 541-1;541-2;541-4B | Satellite Media Tour | each additional hour | \$4,307.30 |

Labor Categories

| Position | Description | Education | Experience |
|------------------------|--|--------------------|-------------------|
| President | Provides overall direction and decision-making. Primary resource for client engagements. | Bachelor's Degree | 10 years |
| Director | Directs field and studio elements. May act as a liaison between crew, client, and producer. Oversees taping in scope and direction. May also conduct interviews with subjects. | Bachelor Degree | 8-10 years |
| Program Manager | Manages multiple projects as assigned. Primary point of contact with client. Responsible for project schedules and costs. Coordinates Project Managers. | Bachelor Degree | 8-10 years |
| Project Manager | Manages projects as assigned. Primary point of contact with client. Responsible for project schedules and costs. | Bachelor Degree | 8-10 years |
| Production Manager | Production Manager is in charge of all production equipment, which includes the production studio. Is also responsible for most logistical requirements including travel, lodging, transportation, and permits. Production Manager oversees hiring the crew, renting equipment, and overall support of the needs of the crew and Producer. | Bachelor Degree | 5-8 years |
| Production Specialist | Assist in the coordination and management of media buying, tracking, and processing. | Bachelors Degree | 5 years |
| Account Executive | Primary interface with one or more client accounts; including meetings with Creative and Art Director concerning creative issues and input, and the Production | Bachelors Degree | 10 years |
| Senior Writer | Provides copy content development and review. | Bachelors Degree | 10 years |
| Copy Writer | Supports the Senior Writer, develops draft copy, and provides copy content development and review. | Bachelors Degree | 5 years |
| Senior Editor | The Editor edits the text and audio components of the project into an assembly, a rough cut, a fine cut and a final cut at the direction of either the Producer or the Director. | Bachelors Degree | 6-20 years |
| Media Buyer / Planner | Assist in the coordination and management of media buying, tracking, and processing. | Bachelors Degree | 5 years |
| Strategist | Provides specific technical or operational support, guidance, and direction. Supports internal and external clients. | Masters Degree | 15-20 years |
| Graphic Designer | Designs and creates the look and feel of project deliverables based on client requirements. | Bachelors Degree | 10 years |
| QA / QC Specialist | Provides project and product assurance review. | Bachelors Degree | 5 years |
| Videographer | Operates high-definition camera system during production. Responsible for camera movements, media storage, and proper appearance of the scene on camera. | Associate's Degree | 4 Years |
| 1-Camera HD Video Crew | High Definition video crew to capture video and audio. | Associate's Degree | 4 Years |
| Producer | Oversees all phases of the project, from the initial planning stage through final delivery, working closely with directors and crew on location and in studio(s). | Bachelor's Degree | 8 Years |
| Video Editor | Creates a cohesive video based on the script and direction from the producer. Incorporates graphic art and animations, makes client revisions, color corrects the footage, and implements other post-production effects as necessary. | Bachelor's Degree | 5 Years |

Service Categories

| Service | Description |
|--------------------------------------|--|
| Public Service Announcements - Radio | Advocating important, evergreen messages, usually in lengths of 60 or 30 seconds. |
| Radio Media Tours | A time-efficient and cost-effective tool for your spokesperson to reach listeners around the country via a series of back-to-back interviews. |
| Radio News Release | A 60-second news story that includes a sound bite from your spokesperson and is pitched to radio stations and networks nationwide. |
| Podcasts | A unique tool that allows your agency to connect directly with key audiences. Podcasts generate awareness and create a direct one-on-one communication channel with organization members and consumers. |
| Satellite Media Tours | A Satellite Media Tour is a time and cost-effective service that connects a spokesperson to TV audiences around the country. |

Section III: Special Item Numbers Descriptions

Special Item Number(SIN) Description

for
GS-07F-0068X***SIN 541-1 Advertising Services***

Advertising Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and
- Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

Through strategic partnerships, Lyons PR has provided a broad range of services required by Federal Government agencies for short and long term integrated communication campaigns; creating solutions using strategically targeted tactics that include media plans and creative multimedia execution of campaigns using radio, television, outdoor advertising, Web site, commercial art / graphic design, photography, trade shows/exhibits and conference and events planning, direct mail, market research, press and public relations, and videotape and film production.

SIN 541-2 Public Relations Services

Public Relations Services include, but are not limited to providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training - training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

SIN 541-4B Video/Film Production

Services provided under this SIN include, but are not limited to the following components: writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring; and editing. Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows or events may also be required.

Section IV: Discriminating Factors

Discriminating Factors
for
GS-07F-0068X

Why Use the Lyons Public Relations, LLC GSA Schedule?

Lyons Public Relations (Lyons PR) is more than just a broadcast PR firm - we're your partner in your overall broadcast public relations campaign. Our firm creates an individual PR strategy for each of our clients by choosing from among our various radio, TV and online media relations services - and our agency will choose only those that can provide a high rate of success for your particular project.

Lyons Public Relations, LLC is incorporated under the laws of the State of Maryland State Corporation Commission in 2005 under EIN **20-2189868** as a broadcast PR firm, offering broadcast public relations services including on TV, radio, digital and video production.

Our Broadcast PR solutions include:

- Satellite Media Tours
- Radio Media Tours
- PSA Campaigns
- Webcasts
- Video Production

Lyons Public Relations, LLC is uniquely qualified to perform the work called for in this solicitation because:

- **We know broadcast public relations**
- **We know the Government**
- **We deliver results**

Lyons Public Relations, LLC

***10410 N. Kensington Pkwy
Suite 305
Kensington, MD 20895-2948***

301 942-1306

<http://www.lyonspr.com>

Contract Number

GS-07F-0068X